EATON'S Open All Day Wednesday Shop Downtown 'til 5:30 p.m.

Glorious Coat Styles for Spring . . .

Special Purchase!

Don't miss this! Be one of the fortunate women in Victoria to choose one of these superbly styled Spring coats in the thrilling shades of the season. Because Springtime is here, and EATON'S wants you, our special customers, to have the newest, most stunning styles at the lowest possible cost, we made a Special Purchase of Spring coats in a host of shades . . . including white! Be one of the first to see this outstanding group of coats. Sizes 8 to 20, 12½ to 20½. **Special,** each **39.00**

EATON'S—Coats, Second Floor, Phone EV 2-7141

Not only the ladies deserve a new hat for Easter

Your Hat Sir, is by Stetson

A.

B.

C.

Men all across Canada, in all fields of business and professions, know they look smartest in a hat . . . and that hat is by Stetson. Whatever your preference, Stetson has the hat for you. Make the picture of you, the well-dressed man, complete . . . with a smart hat designed for you.

Mr. R. McLaren

Stetson hat representative will be in our Main Floor Men's Department . . . come in and discuss this Spring's hats with him. He will assist you in choosing the right one for you.

See in This Department Wednesday, Thursday and Saturday

how a Stetson hat is made to your specifications, see the head-measuring device that ensures exact fit, and part-finished models showing each step of the manufacturing of smart Stetson hats. Be measured for style and fit, and select your colour today.

Shown

A. Spectator Sports Hat
You're right in style with these sport hats . . . correct for town or country. Stop in and find the Stetson Spectator hat to suit you, to suit your wardrobe. Each **11.95**

B. The Whippet
One of Canada's favourite hats . . . trim, jaunty, it has a way of becoming you. Wear it either snap brim or off the face. Each **11.95**

C. The Tela-Pinch
Note the newly interpreted pinch front of this popular model. Contrasting back bow band above the narrow snap brim completes the smart impression. Each **11.95**

Not Shown

The Open Road
Long the most popular hat in the West—the Stetson Open Road adds an individual smartness to the wearer. This is a hat that knows no age group . . . forever smart. Each **11.95**

EATON'S—Men' Wear, Main Floor, Phone EV 2-7141

Enjoy Luncheon at EATON'S *in the Victoria Room*

Luncheon served: 11.30 a.m. to 2.30 p.m.

Wednesday's Menu

Pot Roast of Beef with Yorkshire Pudding
Mashed Potatoes Fresh Frosted Mixed Vegetables
Roll and Butter Mint Choco-Chip Ice Cream Slice
Tea or Coffee

1.00

EATON'S—Victoria Room, Fourth Floor.

2 o'Clock Specials

On sale 2 p.m. to 3 p.m. If quantities last
Please, no telephone or mail orders

Boys' Jackets

Boys' and young men's windbreakers are an excellent buy. Choose plain shades and two-tone jackets, as well as some Ivy stripes. In black, reds and tans. Sizes 8 to 40 in group. Shop right at 2.
2 o'Clock Special, each **4.99**

EATON'S—Boys' Wear, Third Floor

Comfy Auto Cushions

Durable, cotton-filled wedge cushions make driving more comfortable. Also handy for boat or rumpus room, they have easy-to-clean plastic covers.
2 o'Clock Special, each **99c**

EATON'S—Auto Accessories, Lower Main Floor

Girls' Slim Jims, ½ Price

An excellent opportunity to buy smart, well-fitted slim jims for spring and summer. All-wools, tweeds, flannels and rayons in the group of broken sizes and shades. Sizes 7 to 14 in group.
2 o'Clock Special, pair **1.47 to 2.49**

EATON'S—Children's Wear, Third Floor

China Cups and Saucers-½ Price

You'll want several for your own china cabinet, and several for gifts. Choose Royal Standard and Paragon English bone china in lovely, low style. Exquisite floral designs with gold-coloured trim. Regularly 2.95.
2 o'Clock Special, each **1.47**

EATON'S—China, Main Floor, House Furnishings Building

Unbleached Sheeting

Excellent for drapery lining, sheets, ironing board covers and many other household uses is this strong quality unbleached sheeting in 54", 63" and 72" widths. Keep a couple of yards handy for a dozen jobs. Limit 10 yards to a customer.
2 o'Clock Special, per yard **59c**

EATON'S—Bargain Basement

Boys' Springweight Pyjamas

Warm, yet lightweight flansuede pyjamas are styled with lapel collar, one pocket, boxer waist. "Sanforized." Choose stripes in shades of blue, wine or green. Sizes 6 to 16 years. Also boys' ski style pyjamas with crew neck, long sleeves, one pocket and elastic waist.
2 o'Clock Special, pair **1.79**

EATON'S—Bargain Basement

Tea Towels

Absorbent linen tea towels in snowy white with gay red or blue checked patterns. Size about 20x27 inches. Choose several at this special low price.
2 o'Clock Special, each **19c**

EATON'S—Household Linens, Third Floor

Clearance! 25% off TECO De Luxe Thixotropic Jelly-type Paint

Choose Flat Wall, Semi-Gloss, Exterior finishes, white enamel and undercoat TECO De Luxe Thixotropic jelly-type paint . . . at clearance prices! It glides on smoothly and easily, and requires no stirring.

19 shades . . . interior semi-gloss 19 shades . . . interior flat
17 shades . . . exterior house paint

As well as white interior high-gloss, primer sealer and undercoat. Limited quantities of some colours.

Regularly, per qt., 2.40 to 2.70. Regularly, per gal., 7.65 to 9.95.
Now, Special, per qt., **1.80 to 2.13** Now, Special, per gal., **5.74 to 6.71**

EATON'S—Paints, Second Floor, House Furnishings Building, Phone EV 2-7141

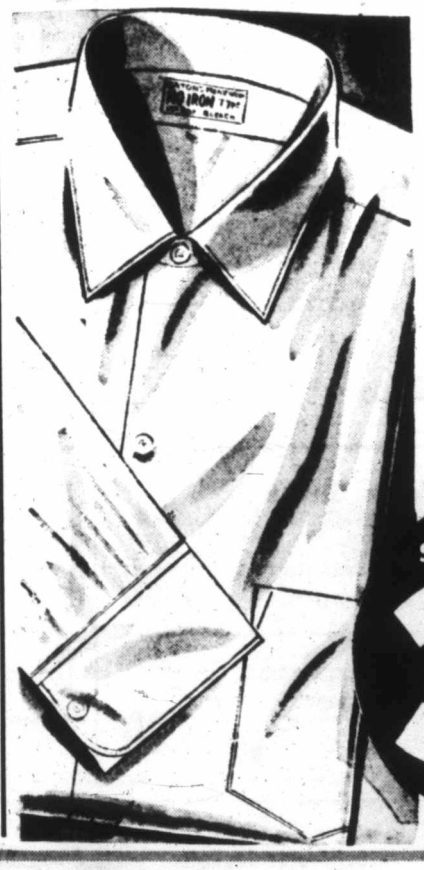
Special Purchase Paint Brushes Ord. 7.95, 12.95

Professional-type Paint Brushes to Make Your Painting Easier, Give Better Results!

You'll make extra savings because EATON'S has made a special purchase of 3 and 4-inch brushes, ordinarily 7.95 and 12.95, and is offering them to you at exceptionally low prices. Bristles are set in rubber, 3½" and 4½" lengths show the fine quality of these brushes.

3" Size. Special, each **4.98** 4" Size. Special, each **7.98**

Special . . . Wash 'n' Wear White Dress Shirts



Men who know and demand quality and special value . . . here is a dress shirt special you can't afford to miss! These high-quality cotton shirts have all the features you look for:

- Stay-fresh "Sanforized" cotton broadcloth
- Drip-dry . . . little or no ironing
- Sturdy fused collar, short points
- Two-way cuff . . . button or cuff-link style
- Sizes 14 to 17½ in various sleeve lengths.

Replenish your shirt wardrobe while these fine shirts are selling at such a low price.

sale, each **3.79** 2 for **7.50**

EATON'S—Men's Wear, Main Floor, Phone EV 2-7141

Like Fresh Flowers!

Friendship Garden special offers

At no extra charge you receive the introductory size Hand and Body Lotion when you buy regular size Toilet Water, only **1.25**

Here's a delightful way to look and feel flower-fresh all day. Use Friendship Garden Hand and Body Lotion from tip to toe . . . smoothes your skin to petal softness. Enhance the fragrance with refreshing Friendship Garden Toilet Water. Special offer is limited, so come in today!

EATON'S Pharmacy Limited, Main Floor, Phone EV 2-7141

Roomy, Protective Garment Bags

Wonderful for storing seasonal clothes are these 57" jumbo garment bags of strong vinyl plastic with full-length zipper. On a sturdy 2-hook metal frame, bags come in pink, yellow, blue or green. **Special,** each **1.99**

EATON'S—Notions, Main Floor, Phone EV 2-7141

Travel Bags Keep Clothes Fresh

Smart dress and suit bags for men or women's clothes. So handy for the weekend traveller, these metal-framed, zipper-closed bags hold the clothes you want kept especially neat. Dress size, 54"x22"x5"—suit size, 39"x22"x5". **Special,** each **1.69**

EATON'S—Notions, Main Floor, Phone EV 2-7141

Clearance of 3 and 4-Ply Fingering Wool

Manufacturer's clearance of excellent quality 3 and 4-ply fingering wool. Wonderful for socks, sweaters and most knitting needs, wool is reinforced with nylon for extra strength and wear. 3 and 4-ply in a wide colour range. Approx. 1-oz. ball. **Ordinarily 49c, Special,** each **33c**

EATON'S—Wool, Third Floor, Phone EV 2-7141

SEE BACK OF THIS PAGE . . . for More EATON Shopping News